

My name is Bob Tracey and I have been a radio and television performer for over 20 years. I started my career while in the 10th grade of high school in local South Florida radio in 1978 and today work for television and radio stations nationwide.

My life in broadcasting has always been inspired by "local" programming. Starting at age 16 in 1978 I worked as on-air personality at WFTL 1400 AM, a local Amaturio owned station, where we played a mix of MOR + Jazz music, news, sports and talk. I then moved to their FM, WJQY Joy 107 FM, an AC station where I hosted the midday and afternoon shows for 5 years. In those days, the music was selected by local listener's tastes thru local phone surveys and focus groups at malls and schools. We co-sponsored local "live" music events at clubs and theaters, where we supported community events and promoted local causes, while keeping the community informed and (hopefully) entertained. Often listeners would tell me how much my daily show ment to their lives, In South Florida many seniors, as the song says. "just cant get around much anymore!" so we were there eyes and ears to the world outside. In 1985 I moved to WKIS 99.9 FM and country radio. In 1991 I started as the "booth" announcer for imaging at NBC's o/o WTVJ -- where I am still employed.

From South Florida programming like Chuck Zinks "Skipper Chuck" show, (A Captain Kangaroo like program for children) to local radio, as kids and adults alike, local broadcasting was the heartbeat of our towns and cities. It kept us in touch with what was happening in our neighborhood. It made me care about my friends and neighbors. It was where local stars came out to shine and entertain. As an only child, many of the people who inspired my youth were on local radio and television. Local newsman Ralph Renick was a pioneer with the first South Florida based WTVJ Channel 4 nightly newscast "The Renick Report". He told us what happend on our streets that day. He appeared at our schools and made a difference in our community with different charity events. Today we still have local news and some public affairs programming, but much of radio and TV is sadly on a national basis, cutting off the opportunities that once exhisted for more people to be involved, since today there are less local stations.

Local programming should be defined by the area of influence that a station has reach over.

Programming that relates to people in specific areas, not on a regional or national level.

Yes, when they are reported on and supported by stations with staffs that live in that area.

In over 20 years in the business I have NEVER been approached by anyone to promote therir product for compensation.

Voice tracking is hurting the Local nature of Local broadcasting. For example, in the last 2 month here in South Florida we were hit with four hurricanes. Many stations were not prepaired to inform local residents of what was happening from a local point of view. When the voice tracking comes from LA, there is no relatability to what the talent is broadcasting. Voice tracking may be allowed in overnight spots, when listenership is less, but it should be limited, Voice tracking basically turns local broadcast stations into juke-boxes with pre recorded voice.

Yes, many local stations program via national lists and again the "localism" of a publically licensed station is removed when music selection is done on a national basis. The local flavor of a community is expressed many times by it's music. Could you imagine a trip down Bourbon Street in New Orleans and not hear Jazz? That's what a national list does to local stations.

LPFM's tend to be poorly programed and sometimes poorly staffed. Sounding more like 2 kids playing with walkie talkies than true broadcasters. While the idea seems good, you need complete market coverage to be effective as an AM or FM in a market. Low power is good for parking directions at the airport, but don't think it's the answer for local broadcasting.

As our government officials, you control the public airways. Remember there is and has always been a need for local communities to know what's happening in a way that has been historically available to the general public. When Lindbergh made it across the Atlantic, it was local radio that announced the news. When Neil Armstrong stepped foot on the moon, it was a local station, supported by local sponsors, performers and artist that "man was on the moon!" And when Mrs Gonzales lost her pet poodle, it was also a local station that I worked for that got the dog back. Local Broadcast AM, FM and Television via the public airways has always been and will always be the main source of communication for mainstreet America. You need to protect this natural resource and make sure that local broadcasting doesn't become an endangered species.

Thank you!

Sincerely,
Bob Tracey